



TOURISM INDUSTRY RESILIENCE DURING AND AFTER PANDEMIC: AN IN-DEPTH ANALYSIS

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ABSTRACT: The tourism industry is vulnerable to numerous factors, such as natural disasters, pandemics, terrorism, and so on. Therefore, tourism-related organizations need to be well prepared in countering and re-habilitating strategies (Yeh, S. S. 2020). COVID-19 pandemics have led to huge losses in the Indian tourism sector. The corona virus's announcement at the end of December 2019 and the declaration of COVID-19 as a pandemic on March 11, 2020. Government decisions on limiting the movements of people and commodity mainly affected to the industries like tourism, because, tourism include various sub-sector likewise air transportation, sea transportation, food handling, accommodation sector, entertainment, and recreation, etc (Ranasinghe, R., et.al. 2020). The outlook for the travel tourism and hospitality sector remains uncertain. The COVID-19 pandemic continues to hit hard, affect domestic and international tourism. Domestic tourism is helping to ease the effect, at least slightly, and governments have taken remarkable strong responses to recover and re-activate the sector while protecting employment and businesses. This research paper aims to evaluate responses of Covid-19 and suggesting a strategy to re-establish the tourism industry post-covid-19 pandemic. The secondary research method has been implemented for this study. Quantitative research was conducted to complete this research study. Secondary data has been collected from various trustworthy resources like journal article, government documents, research paper, and newspaper articles. This research paper analysed the steps taken by the Government for the promotion of tourism post Covid-19 pandemic and also provides some suggestions. The results or recommendation of the study helps in tourism establishments how to resume tourism-related activities all across the nation.

KEYWORDS: Covid-19 Pandemic, Tourism Industry, Tourism revival strategies.

INTRODUCTION:

The travel and tourism industry suffered a loss of almost US\$ 4.5 trillion to reach US\$ 4.7 trillion in 2020, with the contribution to GDP dropping by a staggering 49.15 compared to 2019; relative to a 3.7% GDP decline of the global economy in 2020(WTTC, 2021). Since December 2019 the world has been facing the worst situation. The coronavirus outbreak has been one of the most catastrophic pandemics of the current time. The covid-19 outbreak has badly affected the travel and tourism industry. The first case was reported in December -2019, in the Chinese city of Wuhan. Covid -19 has spread speedily from China to various countries likewise the USA, Brazil, UK, Italy, and India. World Health Organisation (WHO) declared on 30 July 2020 Coronavirus was a global disaster. Covid-19 has affected the socio-economic and political system of almost every nation of the world. Prior to the pandemic, there were 1,407 million tourist arrivals, 6% more than the previous year. Tourism receipts amounted to \$1,480 billion, an increase of 4.4%. In 2019, the most popular destinations were France, Spain, and the USA, followed by China. A recent report published by UNWTO (2020) estimates a loss of 850 million to 1.1 billion

international tourist arrivals, \$910 million to \$1.1 trillion in export revenues, and 100-120 million jobs (WTTC, 2021)

This situation is not new; before this, the world has seen already various pandemics: like-wise Spanish flu (1919), SARS (2003), MERS, EBOLA, and great recession. In the past, we faced various pandemics and re-established the tourism industry even this. Therefore, we need to tackle this worst situation. We need to address the re-establish of the tourism industry. The tourism industry has faced several disasters in the past. However, present crises have been one of the most catastrophic and devastating. We need to address the re-establish process for the tourism industry post-Covid-19. Currently, the government is playing a significant role in re-establish tourism. This research paper suggests some strategies how to re-establish to tourism industry after the pandemic. The lockdown has shaken the economy by hitting different economic sectors, especially the tourism industry, which has collapsed over the days (Chinazzi et al., 2020; Murray, 2020).

The first case of covid-19 in India was detected on 30 January 2020. The government has ordered citizens across the country to stay at home to safeguard themselves from the virus. The fear of this virus has badly impacted the tourism industry of the country. The tourism industry has been affected in every state of the country including Himachal Pradesh, Punjab, UP, Haryana, Tamil Nadu, India has closed borders and millions of people are returning to their homes from abroad and other states. To decrease the spread of the virus, governments of every nation have encouraged hand washing, social distancing, a bear mask, isolation, avoid mass gatherings. The government has adjourned all types of public transport (Airline, Railway, Road transport). The airline industry is heavily affected due to the cancellation of flights. This pandemic has negative consequences on the tourism industry. This pandemic has broken the back of the tourism industry of India and also increases employment crises in every private and government sector. On 10 February 2021, the second wave of coronavirus has detected in the country. The second wave has the most devastating as compared to the first wave of coronavirus. The cases have been raised exponentially in the second wave. With the new variant of covid-19, there are some other diseases that have been emerged likewise White fungus, Black fungus. Covid-19 cases rise 10 times higher than the previous year.

REVIEW OF LITERATURE

The tourism industry is vulnerable to numerous factors, such as natural disasters, pandemics, terrorism, and so on. Therefore, tourism-related organizations need to be well prepared in countering and re-habilitating strategies Yeh, S. S. (2020). COVID-19 pandemics have led to huge losses in the Indian tourism sector. The corona virus's announcement at the end of December 2019 and the declaration of COVID-19 as a pandemic on March 11, 2020. Government decisions on limiting the movements of people and commodity mainly affected to the industries like tourism, because, tourism include various sub-sector likewise air transportation, sea transportation, food handling, accommodation sector, entertainment, and recreation, etc (Ranasinghe, R., Damunupola, A., Wijesundara, S., Karunarathna, C., Nawarathna, D., Gamage, S., ... & Idroos, A. A. 2020). Crises are continued accruing in the tourism industry. Travel restrictions were introduced on March 24 by the Indian government. Borders closures and lockdowns don't represent the viable solution to fighting the pandemic in the long run. The economic downfall might be worse than all adverse effects of the coronavirus infection. Some past studies (McKercher & Chon, 2004) suggest that the over-reaction to pandemics is the reason for the collapse of Asian tourism (McKercher & Chon, 2004) and can significantly affect tourist demand (Kuo et al., 2008). When crises situations such as COVID-19 happen, they force hospitality companies to change their operating strategies. This event generates a high level. of uncertainty and usually require quick responses in facing harmful impacts Rodríguez-Antón, J. M., & Alonso-Almeida, M. D. M. (2020). Globalization and technological revolution provided us with many tools that should now be effectively used to pave the road to post-viral tourism Strielkowski, W. (2020). Therefore, tourism-related organizations need to be well prepared in countering and recovery strategies. The tourism sector is badly affected by this covid-19 pandemic and requires a carefully planned strategy to minimize it. This research aims to provide some suggestions to resume tourism activities.

OBJECTIVES OF THE STUDY

The tourism sector is the largest sector which contributes a big chunk to the Indian economy and also provides millions of employment opportunities for skilled and unskilled people of the country. But at the present time, the country has been facing the worst situation. This situation led to an employment crisis in the tourism sector allied sector. Covid-19 Pandemic has adversely affected national and international tourists. Coronavirus is spreading across the country like wildfire (spread in every corner of the country). Noble coronavirus has one of the largest worldwide crises after the Second World War. The main objectives of the study are listed below.

1. To access the working of the tourism industry while covid-19 the pandemic.
2. To analyse the government policies for the revival of the tourism industry in India.
3. To suggest some strategies on how to re-establish tourism in India post-pandemic.

METHODOLOGY OF THE STUDY

This study is a conceptual article & Report that adopts a narrative literature review, which evaluates extant literature on the impact of the recent covid-19 pandemic and conceptualizes a recovery framework that can be used by the stakeholders of the Indian tourism sector for recovery in a post-pandemic era. The present study is based on secondary data sources. Various types of literature, National and International Newspaper articles, Books, Published Government Reports, Magazines or websites, related Research Articles were considered to collect necessary information for the study.

RESULTS AND DISCUSSION

Unprecedented Impact of Covid-19 on World Economies.

The economic contribution of tourism in 2021 (measured in tourist direct gross domestic product) is projected at US\$1.9 trillion, above the US\$1.6 trillion in 2020, but still significantly below the pre-pandemic high of US\$ 3.5 trillion. Export income from international tourism might top US\$700 billion in 2021, a minor gain over 2020 owing to greater spending per trip, but less than half the US\$1.7 trillion achieved in 2019. The increase in demand was driven by increased travelers' confidence with swift progress on vaccines and the relaxing of entrance restrictions in numerous countries. International tourism revived moderately during the second half of 2021, with international arrivals down 62 percent in both the third and fourth quarters compared to pre-pandemic levels. According to limited data, overseas arrivals in December were 65 percent below 2019 norms. The entire effect of the Omicron variation and rise in COVID-19 patients is yet to be observed.

Figure 1



International Tourists Arrivals by Region.

Source: World Tourism Organization, (Provisional Data till January 2022)

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Impact of covid-19 on Travel and Tourism sector worldwide

Table 1: Impact of covid-19 on Travel and Tourism sector worldwide.

Category	*2019	**2020	**2021
International tourist arrivals (overnight visitors)	1.5 billion	400 million	415 million
Export revenues from international tourism (international tourism receipts + passenger transport)	USD 1.7 trillion	USD 638 billion	USD 700-800 billion
Tourism Direct Gross Domestic Product (TDGDP)	USD 3.5 trillion	USD 1.6 trillion	USD 1.9 trillion

Source: UNWTO, *Pre-pandemic year, ** Preliminary results

Impact of Covid-19 on Travel and Tourism Sector of India.

Table 2: Monthly Foreign Tourist Arrivals (FTAs) from January 2019- Oct. 2021

Month	Foreign Tourists Arrivals (FTAs) in India				
	Year			Percentage (%) Change	
	2019	2020	2021 (P)	2020/19	2021/20
January	11,11,040	11,19,250	83,822	0.74	-92.51%
February	10,90,516	10,18,440	99,640	-6.61	-90.22%
March	9,78,236	3,28,304	1,23,179	-66.44	-62.48%
April	7,74,651	2,820	69,442	-99.64	2362.48%
May	6,15,136	3,764	13,307	-99.39	253.53%
June	7,26,446	8,590	29,397	-98.82	242.22%
July	8,18,125	12,655	64,566	-98.45	410.20
August	8,00,837	19,761	84,955	-97.53	329.91
September	8,00,837	28,167	1,06,704	-96.48	278.83
October	9,45,017	41,494	1,81,325	-95.61	336.99
November	10,92,440	70,977		-93.50	
December	12,26,398	90,544		-92.62	
Total (Jan-Oct)	52,96,025	24,81,168	8,56,337	-53.15	65.49
Total (Jan-Dec)	1,09,30,355	27,44,766		-74.89	

Source: Bureau of Immigration, Govt. of India, for 2019, 2020& 2021

India's Economic Incentive for Travel and Tourism Sector

The Indian government has announced a stimulus package to provide some relief for the stakeholder who is adversely impacted by the epidemic, notably those in the tourist sector (Table 1). (Table 1). Post COVID-19 epidemic, the Government has adopted numerous initiatives for the development of tourism in the nation providing assistance to the tourist sector via different economic stimulus packages.

The Ministry of Tourism is now concentrating on the development of domestic tourism. The Ministry has started the Dekho Apna Desh project under which different promotional initiatives including webinars, online pledges, and Quiz programs to build awareness among the public about the country and its tourist destinations/products including lesser-known places are carried out. Dekho Apna Desh project is being pushed widely on social media platforms and the website of the Ministry and also by the Domestic India Tourism offices.

Fiscal and Relief Measure Announced by the Government to Support the Indian Tourism and Hospitality Industry.

Table 3: Fiscal and Relief Measure by Government of India

1)	The Indian Government announced Atmanirbhar Bharat Package vide which Rs.3 lakh crore collateral-free automatic loan has been made available for MSMEs.
2)	Businesses suffering from the COVID-19 crisis have been given relief from various regulatory compliances under the Income Tax Act, Companies Act, and GST Act for varying periods in the wake of the crisis. The relief has been provided by the government to ensure business continuity and survival.
3)	Businesses in India's micro, small and medium enterprises (MSMEs) are facing financial difficulties due to demonetization. The Government of India has launched Emergency Credit Line Guarantee Scheme (ECLGS) to support them in meeting their operational liabilities and restarting their business.
4)	The Government announced the Emergency Credit Line Guarantee Scheme (ECLGS) 3.0 on 31.3.2021. The scope of the scheme was enlarged to cover business enterprises in Hospitality, Travel & Tourism, and Leisure & Sporting sectors.
5)	An initiative called SAATHI (System for Assessment, Awareness & Training for Hospitality Industry) has been developed, for effective implementation of Guidelines/SOPs. issued with reference to COVID-19 and beyond for safe operations of Hotels, restaurants, B&Bs, and other units.
6)	The Ministry of Tourism has launched a series of webinars under the overall theme of Dekho Apna Desh. The objective is to generate awareness and at the same time sustain interest amongst stakeholders, students, and the

general public. The revival in the tourism sector will be largely spearheaded by domestic tourism, according to the Ministry.

Table 4: Emergency Credit Line Guarantee Scheme (ECLGS) Tourism and Hospitality Scheme till 30.09.2021.

Industry Nature	Support Under	No. of Guarantees	Issued Amount of Guarantees issued on account of loans sanctioned under the scheme (in Rs. crore)
Travel and Tourism	ECLGS 3.0 2,732 1,371.62	2,732	1,371.62
Hospitality sector	ECLGS 3.0 3,160 5,430.96	3,160	5,430.96
Hotels, Restaurants, Tourism	ECLGS 1.0 218 3,403.90	218	3,403.90
Tourism, Hotels & Restaurants	ECLGS 1.0 96,219 3559.43	96,219	3559.43
Total		1,02,329	13,765.91

Source: Bureau of Immigration, Govt. of India, for 2019, 2020 & 2021

ECLGS- Emergency Credit Line Guarantee Scheme

SUGGESTIONS

Table 5: Suggestions

1) Indian tourism industry depends upon domestic tourism then international tourism. Consequently, in this pandemic time, most of the international borders are closed & restricted travel across the country. Therefore, this is the time where we can promote intra-district or intra-state tourism to re-establish tourism during this pandemic period.
2) Providing clear information to travellers and businesses, and limiting uncertainty (to the extent possible). Government should take reasonable steps for this.
3) Strengthening co-operation within and between countries is required.
4) Government should provide more incentives to revive the tourism industry which would include hotels, restaurants, tour operators, and self-employed people including photographers, guides, street vendors, etc. because this industry is mostly affected due to this pandemic.
5) Need for promotion of alternative tourists' destinations at all levels to avoid mass gatherings at the famous tourism destination.
6) Government should need to promote a detailed National Action plan to promote and re-energize the tourism industry.
7) Need for building more resilient, sustainable tourism. Domestic tourism could provide a much-needed boost to help many tourism destinations and businesses, and will continue to be a key driver of recovery in the short to medium term.

CONCLUSION

Travel and tourism industry is one of the industries among all sectors which most adversely affected by covid-19 and travel and tourism industry was one of the first sectors to be affected by covid-19. The covid-19 pandemic will definitely live a deep imprint on the structure of the travel and tourism industry. This pandemic affects millions of people and vulnerable communities adversely across this pandemic perhaps mostly effects (SME's) Small and medium enterprises most of these enterprises facing bankruptcy issues due to this. It is evident that the coronavirus pandemic is more devastating than SARS, Spanish flu. The study suggests some revival strategies for the tourism industry. The various measures likewise lockdown/curfew situation is established by the government to contain covid-19. But borders closures and lockdowns/curfew are not the permanent solutions to fighting against the pandemic in the long run. Some alternative tourism destinations should be promoted at the state or national level to avoid mass gathering at the famous tourist destination, as well as government should incentivize the tourism businesses and role of mainstream and social media could be crucial, they should provide authenticated information. Long-term planning is needed for the revival tourism industry restarted from coronavirus woes.

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